

## Try the "Beauty Thought" and Rout the Wrinkles, Says Mildred Holland

Actress Who Hasn't a Line  
in Her Face and Admits  
She's "Going on Fifty"  
Reveals Her Secret.

Never Has Chapped Hands  
or Lips, and Her Hus-  
band Kisses Her Often,  
Too—None Need Fear  
Getting Old.



MILDRED  
HOLLAND.

All women may not be beautiful  
to order, but they may keep beautiful,  
according to Mildred Holland, the ac-  
tress, who hasn't a wrinkle, although  
she says she is "going on fifty."

Miss Holland told several hundred  
members of the Professional Woman's  
League and their guests all about it  
yesterday in a talk at their clubhouse  
at No. 190 Broadway.

So "we could say anything we  
pleased," the invitation cards bore the  
announcement, "Gentlemen excluded." But  
not a thing was said that would  
have made the most fastidious gentle-  
man blush.

Miss Holland gave her hearers some-  
thing rather new to try. It is her  
"Beauty thought." It combines the  
principle of mind over matter with the  
action of certain facial muscles in pro-  
ducing certain words. It's easy and  
doesn't cost a cent. Listen:

Jolly Yourself.

When you get up look at yourself in  
the glass and think and say: "How  
well I am looking! I am looking ap-  
ple-did, I am looking fine." The muscles  
will dance about and your mind will  
cheer up and you will feel and look  
much better than if you had said:  
"Oh, I feel miserable. Everything is  
going wrong."

Pleasant thoughts help the muscles  
as well as the mind, she explained.  
"All women want to be beautiful," she  
went on. "It is perfectly natural. We  
want to keep the affections of our hus-  
bands if we have them, and if we  
haven't we want to please the men we  
would like to have for our husbands."

No woman would mind getting old  
much were it not for the wrinkles. If  
she takes proper care of herself she will  
not get the wrinkles. Now people will  
never believe that I am going on fifty—  
I don't say how near I am to it—and yet  
I haven't a wrinkle, even through a  
magnifying glass. Women should feel  
like the Chinese and Japanese, that it is  
an honor to grow old. Most, perhaps,  
thought if they didn't look it.

Not Injured by Kisses.  
"I never have chapped hands or lips,  
and my husband kisses me a great deal,  
too. You must have a good complexion  
to be beautiful but you must also have  
a beautiful expression and keep the mus-  
cles firm."

"And those cords that come into the  
front of the neck. The little S is the  
bad boy that he makes them. See how

they show when you say 'S' but there  
is a remedy. Z. Make it with a buzzing  
sound before the glass and you will see  
that the cords have disappeared. There  
are of course hollows made by the cords,  
and they are rounded out with the 'Z'  
sound."

As to sleeping, Miss Holland said bring  
fat on the back, without a pillow, was  
the proper way to repose. If the lines  
come then, tie up your chin.

Resting on the side makes puffs under  
the eyes and drooping flesh at the sides



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Never fails to restore  
gray hair to its natural  
color. Positively removes  
Dandruff. Is not a dye.

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to Philip Hays, Inc., 100, Newark, N. J., U. S. A.  
If not in your city, write to us, or  
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REFUSE ALL SUBSTITUTES

HAYS' HARPINA SOAP is unequalled for  
the complexion, toilet and bath, red, rough,  
chapped hands and face. Preserves, beautifies  
and keeps skin soft and healthy. 25c. drugists.

### HOW WOMEN CAN MAKE THEMSELVES BEAUTIFUL.

Look in the mirror every morn-  
ing and think, "How well I am  
looking!" This is the "beauty  
thought."

Use almond meal instead of  
soap for washing the face, and  
give your face an ironing out with  
ice occasionally.

Close your mouth when you  
sleep and avoid having hollows  
behind your ears.

Sleep on your back and do not  
use a pillow. Sleeping on the side  
causes puffs under the eyes.

To keep your eyelids from sag-  
ging, pinch them every day.  
Give your skin regular meals  
like you have yourself—skin food  
of cold cream or something simi-  
lar—and keep away wrinkles.

Put cold cream on your scrawny  
elbows and they will soon get fat  
and rosy.

Never say a word with an S in  
it unless you follow it with a Z  
chaser. S sounds produce hollows  
in the throat, Z rounds them out  
again.

Pinch the upper eyelid gently  
toward the nose and back again  
twice every night and your eyes  
will not sink back in your head.

Dry meals are the only hope of  
fat women for reducing.

Don't wear corsets.  
Use from three to six eggs for  
washing the hair.

of the face.  
Miss Holland got a laugh when she  
said, dry meals are your only hope. No

advised the ladies to use eggs for a  
shampoo, the number depending on the  
quantity of hair. "If you have a good  
head of hair, six eggs will not be too  
many," she said.

Storage Eggs Will Do.

"Eggs" came from all parts of the  
house.

"Oh, but you need not get the kind  
that cost sixty-five cents a dozen," she  
hastened to reassure them. "Storage  
eggs will do just as well as the eating  
kind."

"Now," she went on, "did it ever occur  
to you that you never feed your faces?"  
I don't mean it in the slang sense. All  
people, with the possible exception of  
actors, get three meals a day. Grins  
and frowns in addition to exposure to all  
kinds of weather, wear away the sub-  
cutaneous tissue, which makes wrinkles.

The cure is to use skin food."

She said not to bother about too much  
massage and don't wash your face with  
soap. Almond meal—that's the caper.  
If your eyes show a tendency to sink  
back in your head pinch the upper lid  
gently toward the nose and back again.

Twice repeated every night this will  
keep your arched in proper alignment.

Wipe your brush your teeth, you  
scrape your tongue. Drink a glass  
of water with a little salt in it each  
morning before breakfast. If you do all  
those things there is every prospect that  
your best fellow will hardly know you  
within a week or two.

Miss Holland says corsets are bad, but  
admits sadly that most women will wear  
them. She confesses that she also in-  
dulges in the demon coffee. If you are  
fat, dry meals are your only hope. No

water nor wine. Tea, like the traditional  
cocktail, is barred too. Miss Holland  
warns you that for three days your  
stomach will feel like a furnace, but  
after that, she says, it will be the slave  
of your reforming will.

How to Be Beautiful in a Hurry.

If you have a hurry call to be beau-  
tiful without the time to work up to  
the permanent affair, here's your  
chance: First, wash your face with  
warm water and almond meal. Make  
a sort of paste of those things and wash  
off with warm water and dry lightly.

Then apply your skin food, lest there  
be any reaction from the drastic treat-  
ment to follow. Now take a piece of  
lemon and rub it over the face till the  
skin smart. Rub again, this time  
with water that is gradually brought  
down from cool to cold.

You are then ready for the final cere-  
mony. Hold a good sized piece of ice  
in a towel and iron your face with it.

Then look in the glass. This has been  
found an absolutely reliable recipe be-  
fore asking for the coveted new sonnet.

Miss Holland insisted that the skin  
food was an elbow beautifier. Mrs.  
Bishop arose in the audience and said  
she had had horrid, scrawny elbows,  
but by discreet "feeding" she had trans-  
formed them into dreams of beauty.

Fire Sweeps Oregon Town.

SEATTLE, Wash., Jan. 17.—The fol-  
lowing message being sent from Marsh-  
field, Ore., to Roseburg, was picked up  
by the wireless station here to-day:

"Have just been informed that town  
of Gardiner, Ore., is totally destroyed  
by fire. No doubt many people in dis-  
tress. Almost impossible for us to  
reach them immediately."

## TAILOR CRAZED BY LOSS OF HIS JOB IN BIG FIRE

Runs Into School and Tries to  
Leap From Roof to Es-  
cape Capture.

News of the big fire in Liberty avenue,  
East New York, last night did not  
reach the home of Samuel Roth, a  
cloak operator employed by the firm of  
Cohen & Co. Roth left his home at  
No. 718 Hopkins avenue at the usual  
hour to-day to go to work.

Upon reaching the scene of the fire  
and learning that his employers had  
been burned out, Roth went crazy.

Half an hour later he appeared at the  
public school at Rockaway and Blake  
avenues, dashed in through the front  
door and began to run aimlessly from  
room to room, shouting that he was  
looking for a job.

The session of school had not begun,

but many children were in the school-  
house. Some of them reported to Po-  
liceman Hellman, on duty at the cross-  
ing, that a crazy man was in the build-  
ing and Hellman hurried in.

When Roth saw the policeman he ran  
to the roof. Hellman caught him just  
as he was about to leap off. The crazed

tailor put up a stiff fight and Hell-  
man Ryan went to his fellow officer's  
assistance. Between them they man-  
aged to get Roth to the street and send  
him into an ambulance, which took him  
to the insane ward at Kings County  
Hospital.

## To Break Up a Cold In Twenty-Four Hours!

CURE ANY COUGH THAT IS CURABLE.

Get from the drug store, and mix together in a large bottle, 2 ounces  
of glycerine, 8 ounces of pure whiskey and 1/2 ounce of virgin oil of pine.

Shake well, and take a teaspoonful every four hours. It will quickly  
heal any irritation of the mucous surface in throat and bronchial organs.

This formula was used and recommended for many years by the  
late Dr. W. A. Leach, who claimed it would break up a cold in twenty-  
four hours and cure any curable cough. The well-known healing prop-  
erties of pine, in its action on the respiratory organs, are present in the  
genuine virgin oil of pine. This, combined with its absolute freedom  
from opiates and narcotic drugs of any description, makes it an inval-  
uable remedy for the family medicine chest.

In the case of young children, a drop of the pine on a little sugar  
provides a pleasant as well as effective remedy for coughs and colds.

Oil of pine is also frequently used in this way by preachers and public  
speakers, to relieve hoarseness and other affections of the vocal organs.

Its effect is almost instantaneous. The genuine virgin oil of pine is put  
up in half-ounce vials for dispensing through druggists, and prepared  
only in the laboratories of the Leach Chemical Co., Cincinnati, O., who  
guarantees its freshness and purity.

Charge Accounts and Deposit Charge Accounts Will Be Continued by the New Greenhut-Siegel Cooper Company

## Another Great Week of Our History-Making CLOSING OUT SALE

Is planned with a new arrangement of Bargains that will stir the enthusiasm  
of the entire shopping public

This building must be placed in the hands of the contractors at an early date, as the rearrangement of  
the building must be completed at a fixed time.

The distribution of Millions of Dollars' Worth of Merchandise within our allotted time means that over FIVE TIMES as much busi-  
ness as usual is to be done—MUST BE DONE—because our plans are marked by FIXED DATES—and time agreements are  
made that must be kept.

We are determined that the sale shall grow greater as it proceeds  
and you can depend upon it that we're making low prices  
do the work of distributing this enormous  
quantity of merchandise.

If we could possibly give you  
specific instances of the re-  
markable bargains you could hardly  
wait for tomorrow to come, but the  
merchandise is selling so fast that  
we're really afraid to commit our-  
selves for fear the very thing we  
told you about would be sold before  
you could get here—this only goes  
to show what enormous crowds  
daily throng this store. All we can  
say is this: "Come! Your greatest  
expectations will be surpassed."

This Is the Ultimate Object of Our Plans.

The Greenhut-Siegel Cooper Co.,

a consolidation of Greenhut and Company and Siegel Cooper Co.,

Will Occupy Both These Buildings.

We're going to have one great store instead of two—one enterprise under  
one company and management, with the one purpose of serving the public  
on a far broader scale than we could possibly do as separate organizations.  
It will be one of the greatest retail stores in the world—an international  
shopping place.

The sale is now at its most interesting stage—conditions and the urgent necessity for quick action have spurred us to greater efforts—  
bargains are such as have never before been offered—the crowds are greater than ever—it's a wonderful sale presenting the greatest oppor-  
tunities in a decade for advantageous purchasing of Wearing Apparel and Dry Goods of all descriptions.

Not in the Complete History of Sixth Avenue Retailing Has There Been a Sale  
Offering Such a Wide Range of Extraordinary Money-Saving Opportunities.

CLOSING OUT Women's Coats and Suits  
CLOSING OUT Women's Dresses and Skirts  
CLOSING OUT Misses' Coats, Wraps and Suits  
CLOSING OUT Misses' Dresses and Skirts  
CLOSING OUT Girls' Suits, Coats and Dresses  
CLOSING OUT Exclusive Trimmed Millinery  
CLOSING OUT Women's High Grade Fur Coats  
CLOSING OUT Women's Fur Mitts and Scarfs  
CLOSING OUT Carpets, Rugs, Linoleums

CLOSING OUT Women's Maslin Underwear  
CLOSING OUT Silk or Messaline Petticoats  
CLOSING OUT Wrappers, Robes and Corsets  
CLOSING OUT Hosiery and Knit Underwear  
CLOSING OUT Women's and Children's Shoes  
CLOSING OUT Infants' and Children's Wear  
CLOSING OUT Boys' Clothing and Furnishings  
CLOSING OUT All Silks and Dress Goods  
CLOSING OUT Beds, Bedding, Blankets, etc.

CLOSING OUT Wash Goods, Spring Patterns  
CLOSING OUT White Goods and Linens, etc.  
CLOSING OUT Art Needlework, Fancy Goods  
CLOSING OUT Lace and Embroideries, etc.  
CLOSING OUT Handkerchiefs and Waists  
CLOSING OUT Veils, Veilings and Ribbons  
CLOSING OUT Untrimmed Millinery, etc.  
CLOSING OUT Flowers, Feathers and Wings  
CLOSING OUT Chinaware and Cut Glass

CLOSING OUT Men's Furnishings, Ties, etc.  
CLOSING OUT Dress Trimmings, Braids, etc.  
CLOSING OUT Notions and Sewing Sundries  
CLOSING OUT Gloves and Toilet Articles  
CLOSING OUT Jewelry and Silverware  
CLOSING OUT Leather Goods, Hand Bags, etc.  
CLOSING OUT Stationery and Umbrellas  
CLOSING OUT Women's Dainty Neckwear  
CLOSING OUT Upholstery, Lace Curtains, etc.

Double *25c.* Green Trading Stamps With All Cash or Charge Purchases Until Noon. Single Stamps After Noon

# Greenhut and Company

Sixth Avenue, 18th to 19th Street, New York City Store Formerly Occupied  
by B. Altman & Co.

Smith Gray & Co.

Foremost Clothiers Since 1845

## Unusual Sale of Fine Overcoats

Nearly One Thousand  
\$40.00, \$45.00, \$50.00 and \$55.00  
Dress, Business and Motor Overcoats,

**\$27.50**

Judged from any viewpoint, we believe  
this one of the most important overcoat  
events New York has known.

Included are plain color Dress and Business  
Overcoats in black, Oxford and Cambridge gray of  
finest foreign and American Kerseys, Vicunas, Velours  
and Worsteds, in plain wale, stripe and diamond  
weaves. All are lined with best quality silk. Semi-  
fitted and semi-box models.

Dress and Business mixture Overcoats in Velours, Worsteds  
and Vicunas, in exclusive neat stripe effects, pin check effects,  
shadow stripes and herringbone weaves, in black, Oxfords  
and new brown shades. All are silk lined. Fitted and extreme  
English style box models.

Included are nearly 300 Smith Gray & Co. motor coats—  
the most practical automobile and street garments ever intro-  
duced, and to be had only in the Smith Gray stores.

They are as warm as a fur coat, and are also practical for  
business, because they are nearly as light as a regular overcoat,  
and so stylish and smart looking in appearance that they may be  
worn for every occasion service. The fabrics are smart Tweeds,  
Worsteds and Velours in fancy and plain weaves, in designs popu-  
lar in English and Irish fabrics.

Also included are a number of rainproofed Meltons and  
Friezes in black, Oxford and Cambridge. These garments are  
cut double breasted full coat, belt back—with convertible collars;  
shoulders are lined with satin, and the body of the entire gar-  
ment lined with camel's hair, giving unusual comfort without  
additional weight.

Every garment was tailored by the Smith Gray & Co.  
custom tailors, who tailor ready-for-service garments finer than  
any other ready-for-service organization.

The excellence of the tailoring and trimmings, the fineness  
of the fabrics, the advanced and correct styles, exclusiveness of  
design, combined with the tremendous values, should create  
a demand for these garments that will result in an unusually  
quick disposal of every one of these overcoats. Therefore we ask  
you to come in early, while your size and style are here.

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